



## **Call For Projects**

Instructions

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## **What is Finnish Film Affair?**

Finnish Film Affair (FFA) is a film industry event that since 2012 has worked to promote the sale, marketing and export of Finnish and Nordic films, and is aimed at audiovisual professionals from both Finland and abroad. The event is attended annually by around 500 professionals from around the world, and over 200 meetings are arranged during the industry event. Celebrating its 12th edition this year, the FFA enjoys a stellar reputation internationally, and has grown to become one of the most intriguing Nordic pitching events.

In the centre of the industry event lies the Showcase Day, which shines a spotlight on Finnish and Nordic film projects and talent. The day is also accompanied by various panels on topical international issues, training opportunities, and networking events.

## **What does pitching at FFA offer me?**

Over the years FFA has brought over 500 international guests to Finland, many returning to the event more than once. The industry event has been ground zero for an array of new contacts, deals, and visibility for Finnish projects. For the 2022 edition of FFA, we are expecting approximately 100-150 international guests, who will attend the event both

in-person and remotely. In 2021 FFA was joined by the likes of **Tribeca, Cannes, Netflix, Hot Docs, Wild Bunch, MUBI, LevelK and TrustNordisk.**

Pitchers receive access to the industry event, curated meetings via our matchmaker, as well as pitch coaching. For projects where Finland isn't the majority production country, we also offer pitchers arriving from outside Finland hotel accommodation during our event.

Whether you are an experienced pro in the international markets, or presenting your project for the very first time, we take your needs into consideration. Finnish Film Affair is an excellent and esteemed addition to your project's international strategy, providing an extra boost in a variety of steps, from releasing your project for the first time, to reinforcing your industry contacts.

The projects showcased in the *Fiction in Progress & Documentaries* series also compete for two prizes (sponsored by **SES & AVEK**), which are noted in the international press. We also actively follow the international progress of FFA alumni projects. In 2021 we also introduced the new Best Nordic Project award, presented to a project competing in the *Nordic Selection*, and funded by **Konstsamfundet**.

### **What different series are included in the Showcase Day?**

Finnish Film Affair's Showcase Day includes four different series.

#### **Fiction in Development**

The series features around 6-10 fiction projects that are in the development stage of their progress. The pitches are shorter four-minute pitches, which tend to include images rather than video material.

#### **Fiction in Progress**

Each year this series features an average of 5-8 film projects that are either in production or post-production. The pitches are 8 minutes long and must include video footage. During the event, an international jury will decide on the best fiction project from this category, which will also win an award (3000e) sponsored by the Finnish Film Foundation. One of the projects in this category (their director's first or second feature) will also be eligible for the Best Nordic Project Award (3000e), kindly sponsored by Konstsamfundet.

#### **Documentaries**

Around 7-9 documentary projects are featured in this series, each of which has an 8-minute pitch. Projects can apply to the Documentary series through an open call for projects. An international jury will then decide on the winning Documentary project, which will also win an award (3000e) sponsored by AVEK.

#### **Nordic Selection**

The series, which began in 2020, features one promising project from each Nordic country. The projects are the director's debut or second feature-length film. This selection is invite-based and there is no separate application to this series from Finland. In 2021 the Nordic Selection pitches were 8 minutes long. An international jury will choose the best Nordic project which will win an award (3000e) sponsored by

Konstsamfundet. If you have a film project from Denmark, Iceland, Norway or Sweden and would like to hear more about this, please contact Head of FFA Maria Pirkkalainen ([maria@hiff.fi](mailto:maria@hiff.fi))

### **What attachments must be included in the application?**

Before filling out the application, make sure you have the following attachments ready. All of the information in the applications will be handled confidentially.

- An outline of a (preliminary) funding plan, where you describe what funding you already have, and what you plan to apply for.
- A free form pitching video in English (around 4 minutes). As well as describing the project, please make sure you also answer the following questions: what stage is the project currently at, and how would it benefit from pitching to an international audience at Finnish Film Affair? You can host the video for example on Youtube or Vimeo, and it must be available until the end of June. If you wish, the video can be password protected. Please note, the pitching done during FFA's Showcase Day is done in English, therefore we cannot accept pitching videos made in Finnish.
- If applying for Fiction in Progress or Documentaries, please make sure to also include a material clip (8 minutes). Exceptions can be made if filming hasn't started by the open call deadline; in these cases, please get in touch with us in advance.

### **What are the selection criterias in the open call? Can I apply as a minority co-producer?**

This year, projects with Finland as a minority co-production country can also apply to pitch. Priority will be given for projects where another Nordic country is the majority co-producer, but all projects are encouraged to apply.

The selection criteria of projects revolves around the international potential and the realistic possibilities of the projects, this especially means a funding plan and possibly already raised funds. These same issues will be what international guests consider during the Showcase Day. Already raised funds, or funds collected from the public sector are not prerequisites for your project to be chosen to the Finnish Film Affair, however a preliminary funding plan is a must.

### **Who makes the decisions?**

A jury of international film industry professionals will make the selection in June 2023. In addition to the Head of FFA, the fiction jury members are Heidi Zwicker (Sundance Film Festival), Sergio Fant (Berlinale) and Eleonora Pesci (Curzon). The doc jury members are consultant & curator Sirkka Möller, Grant Keir (Faction North) and Andrea Kuhn (Nürnberg International Human Rights Film Festival). If a jury member has been a part of one of the projects, then the member will excuse themselves during that part of the selection meeting. Jury members go through every application, scoring the projects anonymously based on the application. The scores are used as a foundation for the decision discussion. Applications are only shared with jury members.

### **Does it cost to submit a project?**

It is completely free to submit a project application to the Finnish Film Affair. In addition to this, the chosen project's pitchers will be offered complimentary accreditation and pitching training, as well as invites to networking events during Finnish Film Affair. For projects where

Finland isn't the majority production country, we also offer pitchers arriving from outside Finland hotel accommodation during our event dates.

**When are the chosen projects announced?**

We will be in contact with every applicant by the end of June 2023 with the results of the selection process.

**Storing Information**

We save the basic information of applicants as well as the contact details for the project representatives into our private, internal database. For archival purposes our database stores which projects have applied and when, otherwise the applications themselves are deleted at the latest a year after the project deadline. All applications and attachments are treated with confidentiality.

**Questions?**

If you have any further questions about submitting projects or the FFA program, please contact the Head of Finnish Film Affair, Maria Pirkkalainen: [maria@hiff.fi](mailto:maria@hiff.fi)